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# Glasstec 2014 – Printcolor presents four new ink series and Printed Electronics for glass applications

Printcolor, the Swiss manufacturer of inks for screen and pad printing, will be introducing four new ink series for glass printing at the Glasstec 2014 exhibition (hall 12, booth E24). Inks will be presented for technical and graphic printing on packaging glass and flat glass. Innovative products from the Printed Electronics sector will round off Printcolor's presentation as a solution-provider for the glass industry.

## Extremely opaque UV inks for packaging glass

To shorten the production process, UV inks are becoming increasingly popular with glass manufacturers and processors. "With the Series 543 product line, we can show our visitors a UV screen printing ink that meets all the requirements for printing glass bottles, drinking glasses and perfume bottles," says Deniz Celebiler, Commercial Manager at Printcolor. "That includes features such as scratch-resistance and chemical-resistance." The extremely opaque ink series stands out thanks to its high gloss and extremely good adhesion.

## Screen printing ink for touchscreens

Screen printing is essential for the manufacturing of smartphones and tablets. In 2012, 700 million touchscreens were produced for Smartphones alone. "Our 2-component screen printing ink Series 850 meets the complex requirements for touchscreen production," reports Celebiler. "It has excellent adhesion and is resistant to the effects of high temperatures and various chemicals." In addition to the transparent ink shades for touchscreens with double-layer glass, the Printcolor product range also includes extremely temperature resistant products for One Glass Solutions (OGS).

## 2-component screen printing inks for glass plates

For decorative glass printing designed for indoor applications, Printcolor is presenting the Series 631 product line. "The bonding system of this new product line is based on using modern ingredients and contains neither PAK nor halogen," explains Deniz Celebiler. "The inks are well-suited for printing glass, ceramic and metals, as well as chrome-plated and coated substrates." In addition to the absence of PAK and halogen, the Series 631 stands out thanks to its durability and good coverage.

## Ultra bright 2-component pad printing inks

In addition to the new screen printing ink series, Printcolor is also presenting product line Series 751, a 2component pad printing ink, which can be used not only for printing glass, but also on various types of plastics and metals. As with the Series 631 product line, the basis of this extremely opaque system is also free of PAK, halogen and cyclohexanone, and it stands out due to its bright and glossy ink shades.

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#### Printed Electronics for touchscreens and packaging glass

Touchscreens, drinking bottles and perfume bottles can be given an additional functional feature by using conductive silver, carbon inks and dialectrics. In cooperation with its American affiliate, Conductive Compounds Inc., Printcolor is presenting a variety of application possibilities of Printed Electronics on glass at the Glasstec exhibition.

Printcolor will be introducing the new products and the existing electronic printing inks from October 21 - 24, 2014 at the Glasstec exhibition in Düsseldorf (hall 12, booth E24).

#### About Printcolor

Printcolor Group is a medium-sized owner-managed Swiss family company of the printing industry. Printcolor develops, produces and sells high quality printing inks and coatings in four business units: Electronics, Graphic Arts, Security and Technology. The company is specialized in screen printing, pad printing and flexo printing. Based on its 80 year old history, the company stands for high performance printing inks from proven Swiss quality.

Printcolor serves its customers with 100 employees in four locations in Switzerland, Germany and China. The products are distributed through a global network of sales partners. For further information, please visit www.printcolor.ch.

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